



## 2012 RATES AND DATA

### ADVERTISING REPRESENTATIVES

CUNNINGHAM ASSOCIATES  
180 OLD TAPPAN ROAD  
OLD TAPPAN, NJ 07675  
Tel: (201) 767-4170 • Fax: (201) 767-8065  
E-Mail: jcunningham@cunnasso.com

**1. ISSUANCE:**

- a. Frequency: 10 times a year
- b. Issue Date: January, February, March, April, May, June, August, September, October, November
- c. Mailing Date: Last week of issue date.

George Saade, MD  
Univ. of TX Medical Branch  
Galveston, TX

Production Editor: David Stewart  
Advertising: James C. Cunningham

**2. ESTABLISHED:**

1983.

**10. CIRCULATION:**

1,045.

**3. U.S. SUBSCRIPTION RATES:**

- a. Individual: \$238.00 per year.
- b. Institution: \$589.00 per year
- c. Resident Rate: \$99.00 per year

**11. CIRCULATION VERIFICATION:**

Publisher's sworn statement.

**4. EDITORIAL CONTENT:**

This journal provides the most up-to-date clinical information on all aspects of perinatal care and critical care management. Each issue features peer-reviewed articles on perinatology, neonatology, pediatrics and obstetrics.

**12. COVERAGE AND MARKET:**

- a. Coverage: National and International.
- b. Market Served: Perinatologists, Maternal Fetal Medicine, OB/GYN, Pediatricians

**5. REQUIREMENTS FOR ACCEPTANCE OF ADVERTISING:**

All new advertising must be approved. Please send duplicate proofs to publisher.

**13. CLOSING DATES:**

- a. Insertion Orders - Due 45 days prior to month of publication.
- b. Film, Mechanicals, Inserts - Due 45 days prior to month of publication.
- c. Publisher's Set Copy - Due 2 months prior to month of publication, billed at cost.
- d. Cancellations - Are not accepted after closing date.
- e. Extensions - Please contact advertising representative.

**6. POLICY ON PLACEMENT OF ADVERTISING:**

Advertising precedes and follows editorial section.

**14. AGENCY COMMISSION:**

15% of gross billing on space, color and preferred positions.

**7. EDITORIAL-ADVERTISING RATIO:**

90% editorial - 10% advertising.

**15. BLACK AND WHITE RATES:**

	<u>1X</u>	<u>5X</u>	<u>10X</u>	<u>20X</u>
One Page	\$1,070.	\$990.	\$890.	\$865.
1/2 Page	\$590.	\$570.	\$545.	\$510.
1/4 Page	\$340.	\$325.	\$315.	\$295.

**9. STAFF:**

Publisher: Thieme  
333 Seventh Avenue  
New York, NY 10001  
(212) 760-0888  
Editors-in-Chief: Rosemary D. Higgins  
Ctr. for Developmental Biology and  
Perinatal Medicine  
NICHD/NIH, Bethesda, MD

**16. EARNED RATES:**

Based on number of insertions per calendar year. Space purchased by parent companies and subsidiaries is combined for accounting of earned rate.

**17. COLOR RATES:**

- a. Standard Color Rate: \$620. per full or fractional page.
- b. Standard AAAA Colors: Red, Green, Blue, Yellow and Orange.
- c. Matched Color: \$645. per full or fractional page.
- d. 4-Color Rate: \$1,320. per full or fractional page.
- e. Color charges are in addition to earned black and white rates.

**18. BLEED:**

No charge.

**19. INSERTS:**

- a. Two Page Insert (One Leaf) - 3 times earned black and white rate.
- b. Four Page Insert - 5 times earned black and white rate.
- c. All inserts must be submitted to publisher for approval of stock and design, and other mechanical specifications.

**20. COVER AND PREFERRED POSITIONS:**

On a four-time basis only.

- a. Fourth Cover - 50%.
- b. Second Cover - 35%.
- c. Table of Contents - 25%.
- d. Page Facing 2nd Cover, Facing 1st Text - 20%.

**21. MISCELLANEOUS:**

Rate Protective Clause: Proper notification will be given of any rate changes, and contracts may be cancelled at the time the change in rate becomes effective without incurring a short-rate adjustment, provided the contract rate has been earned up to the date of cancellation.

**22. MECHANICAL REQUIREMENTS:**

a. Non-Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	14	10
Full Page	7	10
1/2 Page (Horiz.)	7	5
1/2 Page (Vert.)	3½	10
1/4 Page	3½	5

b. Bleed Sizes

	Width	Height
Spread (2 Fac. Pages)	16%	11½
Full Page	8%	11½
1/2 Page (Horiz.)	8%	5½
1/2 Page (Vert.)	4%	11½
1/4 Page	4%	5½
Trim Size - 8% x 10%		

c. Insert Sizes

Size 2 Page - 8% x 11%. Trims to 8% x 10½.  
 Size 4 Page - 16¼ x 11½.

**23. PAPER STOCK:**

- a. Covers - 10 point coated one side.
- b. Body - 60 lb. gloss coated.
- c. Insert Stock Weight - 80 lb. coated or 70 lb. uncoated.

**24. BINDING:**

Perfect Binding.

**25. HALFTONE SCREEN:**

133 for text and covers.

**26. REPRODUCTION REQUIREMENTS:**

- a. Digital art submission required. Follow the instructions at [http://dx.sheridan.com/guidelines/digital\\_ads.html](http://dx.sheridan.com/guidelines/digital_ads.html)
- b. If film is supplied, it will be converted to a digital file using copydot technology and your proof will be used for matching on press. **The conversion will be billed at cost, non-commissionable.** For film AAAA/MPA/ABP standards apply. Supply negatives, right-reading, emulsion side down. Each piece of film should have color identified at top center and trim and register marks on all sides. Provide 2 proofs.
- c. If finished artwork is provided, the publisher can set type, scan artwork, and make proofs. **This is billed at cost and is non-commissionable.**

**27. CLOSING DATES:**

- a. Complete Film, Mechanicals and Inserts - Due 5 weeks prior to month of publication.
- b. Insertion Orders - Due 5 weeks prior to month of publication.
- c. Publisher's Set Copy - Due 2 months prior to month of publication.
- d. Extensions on Above - Please contact advertising representative.

**28. DISPOSITION OF MATERIAL:**

Material will be held for one year from last issue used and then destroyed, unless otherwise indicated.

**29. SHIPPING INSTRUCTIONS:**

- a. Contracts and Insertion Orders:  
 Jim Cunningham  
 CUNNINGHAM ASSOCIATES  
 180 Old Tappan Road  
 Old Tappan, NJ 07675
- b. Mechanicals and Negatives:  
 David Stewart, Production Editor  
 THIEME  
 333 Seventh Avenue  
 New York, NY 10001
- c. Inserts:  
 Neil Myers  
 THE SHERIDAN PRESS  
*American Journal of Perinatology*  
 450 Fame Avenue  
 Hanover, PA 17331  
 (Mark for *American Journal of Perinatology*, Give issue date and quantity)